

DEC 12 1949

# CAMPING

## MAGAZINE

OFFICIAL PUBLICATION — AMERICAN CAMPING ASSOCIATION

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*December*

1949



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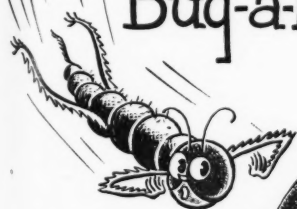


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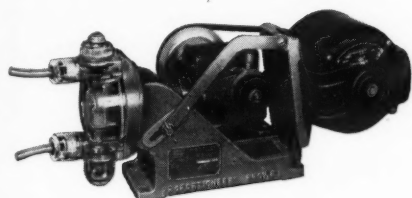
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# CAMPING MAGAZINE

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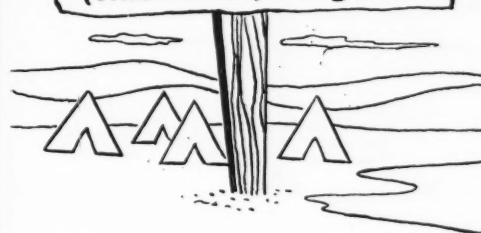
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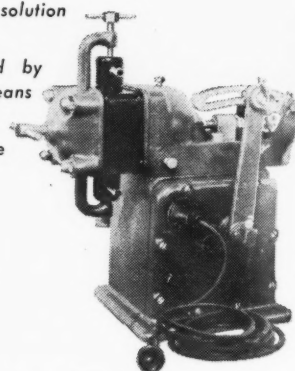
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## PARENTS' MAGAZINE

52 Vanderbilt Ave., New York 17, N. Y.



# *Holding* YOUR OLDER CAMPERS

*By Portia Mansfield*

Perry-Mansfield Camp, Steamboat Springs, Col.

**A** COMMON complaint from camp directors is that every year younger and younger campers think they are too old for camp. A glance through a camp directory will show how many camps have succumbed to the youngster's point of view on the matter, limiting their camps to children not over 16, sometimes not over 14. And yet we know that boys and girls between 16 and 21 or 22 can be greatly benefitted by the wholesome outdoor life of our camps. They are then laying a foundation for adult health and social poise. Their parents are likely to realize this and to prefer to have them constructively occupied at a camp instead of remaining in the home-town all summer, where activities and development are less easily controlled.

When a camper feels he is too old for

camp, it means the camp is not offering him enough to interest him and to challenge his mental abilities. It is quite unnecessary that campers should drop out of camping during the teens. We can hold them through the college ages, if we make our camps educational rather than exclusively, or mainly, recreational, and if we gear our educational programs to their age interests. If we do not, it is no wonder that we lose campers, for only the full use of their creative talents and mental abilities can keep them happy and satisfied and give them the poise and character they will soon need for the serious business of being adults.

How then can camps develop in this desirable direction?

## 1. PREPARATION OF THE DIRECTOR

First of all, a director needs to de-

velop in himself, if he hasn't it already, a "burning interest" in some one subject, at least. Two or more subjects, particularly if they are closely related, may prove feasible.

He must then study that subject, or those subjects, taking courses if possible. He should also know:

A. Recent developments or discoveries in the field.

B. What colleges offer the best courses in it.

C. What secondary schools give the best preparation for it.

D. Who are the finest instructors in the field.

E. What lectures and conferences there are on the subject. (He should attend them.)

In addition, he should carry on some practical project in the subject himself.

## 2. PUTTING THE SPECIAL SUBJECT INTO THE CAMP PROGRAM

Such preparation enables the director to plan an intensive exciting course in the subject and to incorporate it into his camp program. He may take the following concrete steps:

A. Make it an important thing. Engage the best possible specialist in the field as head of the department. Have several well qualified assistant instructors.

B. Make a specialty of the subject by offering a program that will allow a camper to choose it as a "major course" and give him an opportunity for three to five hours daily practice in that field, or in related subjects. Offer beginning, intermediate and advanced classes in the course.

C. Place the emphasis on practical work rather than book study.

D. As a finish to the course, offer an unusually interesting field trip or tour to campers "majoring" in that subject, perhaps a three-day trip to the advanced, a two-day trip to the intermediates and a one-day trip to beginners, using the group method in discussing plans and sharing responsibility in preparing and carrying out the project.

E. Offer certificates, three grades — beginning, intermediate and advanced — for students who fulfill the requirements of the course.

F. Offer part-scholarships or work-scholarships to a few promising older high-school students who have already shown interest in this field and who intend to continue to study it in college.

G. Encourage these "majors" to continue work in college. Write letters of recommendation for them to colleges when they apply for entrance admission. Establish, in these colleges, confidence that students who have taken the course at your camp are outstanding and well prepared.

H. Recommend these top students to other camp directors as assistants or instructors in this subject. Soon these directors will have confidence that the campers who fulfill the requirements of your courses are qualified to give highly satisfactory service as leaders and assistants in their special subject.

We encourage the taking of a general leadership course in connection with the special course, as an incentive for older campers to qualify for counselorships in camps as well as in a specialty. We have found, however, that a general

camp leadership course not offering any other special training, does not often hold the interest of campers over 14 years of age. We also believe that camp directors want counselors who, in addition to general counseling can teach or assist in a special subject.

## 3. SUBJECTS SUITABLE FOR A CAMP PROGRAM

Among the many subjects and activities that might be well adapted for specialization in a camp program are:

A. Arts, — music (singing, string

# Next Month

*we will present another fine article on the subject of holding older campers. If you would like to hold your older campers longer (and who wouldn't), don't miss, in the January Camping Magazine —*

## We're Recapturing Our Older Boys

ensemble, orchestra) graphic arts, sculpture, drama, dance, foreign language, ethnology (emphasizing the study of local cultures.)

B. Physical education — courses not often available in high school or smaller colleges, but which would be valuable in a physical education department include, for instance, fencing, horsemanship, canoeing, sailing, pioneer camping and mountain climbing.

C. Science — subjects offering opportunities for practice or field trips such as geology, minerology, archeology, other sciences, animal husbandry, some branch of agriculture, or exploring and mapping little inhabited country.

## 4. SOME CAMPS NOW ALREADY OFFERING SPECIALIZED SUBJECTS

It would seem that the reason some camps (and there may be many) hold the interest of older campers is because they offer special opportunities in certain fields. To cite just one example:

The Lowell Whiteman Ranch Camp for boys, at Steamboat Springs, Col., is offering a special program for older boys. It features polo and scientific field trips, including exploration for

mineralized deposits and use of the Geiger Counter for detection of radioactive minerals, exploration for fossilized material, Indian relics, pictographs, and study of modern Indian customs. It also offers a work-training program in ranching techniques, including proper handling of horses, cattle and use of tractors and hay machinery, so boys may earn wages on local ranches during the second camp month.

## 5. POSSIBILITY OF DEVELOPING SUBJECTS TO COLLEGE LEVEL AND OFFERING COLLEGE CREDITS.

Perhaps few camp directors have thought it possible that they could offer college credit. But at Perry-Mansfield, after 30 years of developing certain subjects as described above, we have evolved a program, part of which a nearby University has been very willing to sponsor as extension courses.

For many years we have had about as many campers over 16 years of age as under. One whole unit admits only those who have completed secondary school. We began about 25 years ago offering intensive work in dance, on a college level. Several years later we added intensive work in drama.

From the integration of dance and drama sprang the need for a stage production course, which now includes stage designing, building, painting, lighting, make-up and costuming. For the past five years the University of Wyoming has extended college credit to our students in each of these three courses. Directing, choreography, play writing and music for the theatre are related courses we have recently developed.

Simultaneously with work in the arts, we have been gradually developing our Riding Department from 2 riding horses to a present string of 75, with a horsemanship training course given on a college level. The University of Wyoming is now sponsoring this course and we included it for college credit this year.

We also offer an advanced general leadership course on a college level, as well as junior and senior courses for high school students.

## 6. A NEW TYPE OF SUMMER CAMP-SCHOOL.

Girls and boys of high school age do not think they are "too old for camp" when they associate with college students who are enjoying intensive work in special subjects at camp. Rather, they find it stimulating to plan their own programs and to join in some

classes or projects with the college group. One of our adolescent campers, when asked what our camp was like, replied, "It is a place where you can work as hard as you want to on what you like best."

In our camp, we have found that the college unit is a tremendous inspiration to the younger high-school girls, a good many of whom had told their parents they had "gone to camp long enough." Groups are divided according to ability, not age, so that the younger high school girls are often in groups with older students. This arrangement, together with the privilege of choosing their own courses, gives them a sense of maturity and freedom.

These "camp-students" do not study much from books but their days and evenings are filled with interesting and creative activity under highly specialized leadership. They all work together at a fairly high pitch on projects that must be finished at a certain time. They love it. They are happy. Many ask to wait on tables and wash dishes to earn part of their tuition. They voluntarily give up many recreational opportunities to have more time for experience and training in the subject of their choice.

The college unit is co-ed. This, of course, offers a situation which is wholesome and interesting to older boys and girls. While the co-ed feature contributes much to their enjoyment, we would say it is not the main factor.

Recreation, too, is available. Sunday morning breakfast horseback rides or hikes, or trips in the camp cars, or supper picnics, square-dance parties at neighboring ranches, occasional swims and rides on the trails are all included. Sometimes there is a three-day pack trip or an auto trip to the reservation to see the Indian Dances. Then there is barnstorming, taking cast, crew, scenery and lights across two mountain ranges to the University of Wyoming theatre, to Denver, or to the old Wheeler opera house in Aspen. All these make for an experience our older campers never forget.

Other camp directors can review their special interests, or start new ones, to furnish richer experiences to older campers. It has been our experience that, if they do, they will no longer be plagued with young campers who feel they are "too old for camp." At the same time they will have the great pleasure of extending the benefits of wholesome camping to one of the most interesting of all youth age groups.

# When Sunday Comes Around

*By Hope Allen*

Director, Camp Waukeela, Conway, N. H.

**I**F YOU DO accept this position of Camp Director, could you preach a sermon? That question came as a bolt from the blue at my first interview during those early days when I thought being a camp director must be fun because being a counselor had been such a series of happy experiences. A stammered reply that telling stories to children had been the only background for such an experience seemed to suffice the employer. However, from that day on I was determined to meet that challenge if it was what our campers wanted.

It was an entirely new experience to me to be standing before a sea of eager faces — campers, counselors and a few visitors — all dressed in starched white blouses and shorts, sitting in a lovely outdoor setting in a grove of pines. Even the birds seemed to sense that it was a sacred spot and sang on those waving branches as if they, too, had a message to impart.

The choir marched in solemnly, singing a familiar hymn. The most exquisite original prayers had been read by two campers. Now it was up to me to step forth and give those young people something worth listening to!

## A REAL CHALLENGE

If there is a Camp Director living today who has not met that challenge, don't let another summer go by without experiencing it. The long hours of preparation for that short talk will expose one to the best in literature. If the Bible is no longer an habitual "must" on your reading list, you will return to its pages, re-learning familiar parables and psalms, and be refreshed in heart as well as mind for the effort.

Every poetry book your eye falls upon in a library, on a friend's table or on your own shelves will be eagerly thumbed through for that poem that just fits the talk for that particular Sunday theme. Hymns and their rich background spring to life again, and you will find yourself quoting those you loved in early childhood. Sacred music

has such a part in that service that anecdotes of the composers creep into the talks as easily and as rightly as prayers and hymns. They belong to the rich heritage to which your campers are entitled.

In our camp, paintings have now become a part of our service. For two summers we have placed a fair sized copy of a painting each week on an easel and explained a little of the life of the artist, the interpretation of the painting and revealed a close juxtaposition to our character development which is always the basis of these talks.

There are several schools of thought on this subject of encouraging counselors or even campers to do the "preaching" on Sundays. I feel that a Camp Director misses a great opportunity to help lay foundations for character development when he fails to talk to the girls or boys in his camp. Nothing is more interesting to a child than to hear an adult talk of personal experiences or fairy stories that have a moral.

Real-life experiences graphically told will challenge the youngest or the oldest camper to following that example set by the hero in the story. How else in the busy day of a Camp Director's life can he let his campers know what ideals he believes in? What standards he sets for his counselors and campers?

## TYPICAL CAMP SUBJECTS

A typical summer's talks might be as follows:

First Sunday — Introduction to the spiritual side of camp life.

Second Sunday — The Beauty in Nature at Camp.

Third Sunday — Friendships.

Fourth Sunday — Loyalty.

Fifth Sunday — World Fellowship.

Sixth Sunday — Courage.

Seventh Sunday — Kindness.

Eighth Sunday — Spirit of Camping Values in Retrospect.

Try it, and see how much pleasure YOU derive from talking on these subjects to your campers. The contagious enthusiasm is bound to bear fruit.

# DAY CAMPING *can be year round*

*By Herbert Sweet*

Director, Acorn Farm Day Camp, Noblesville, Ind.

**S**UMMER is the recognized season for camping. If you run a day camp, however, you have an advantage in that you need not follow the tradition of summer resident camps. Day camp campsites are often within easy walking or driving distance of campers homes, since they usually draw their group from a comparatively small area. These groups are ordinarily made up of younger boys and girls whose activities are still centered about the home. The staff is most often local people available part-time throughout the year. So let's have more year-round day camp activities! Perhaps, within limits, some resident camps could also develop such a program to give their campers year-round camp experiences.

Fall, winter and spring offer as many or more activities as summer and the chance to take camping out of hibernation. It certainly is no fun to tell the camp gang "so long" when school days arrive, so let's see what can be done to hold the old gang together.

## YOU NEED A SHELTER

First, because of the increased probability of inclement weather conditions, a shelter of some kind will be necessary. The rougher the better: a barn, cabin, basement, or two-car garage are possibilities. In some sections they will have to be heated for below-freezing weather though in many parts of the country the weather is warm enough for summer equipment all year.

Second, parent cooperation on clothes for all types of weather is a necessity. Too many times youngsters using their own judgment will wear too few clothes for a day out of doors. In case of rain, good rubber boots and raincoats should be available. Proper protection means fewer colds and minimizes the complaining when a cold wind comes along during the middle of the day.

Every child should have the thrill of carrying his own knapsack. He can carry surplus clothing in it and also use it as a catch-all for those finds on the trips afield.

Third, when the temperature goes

down the amount of food consumed goes up and so does the cost. Plenty of good, hot food and a warm protected spot in which to eat it, should be arranged for.

Fourth, since weather conditions are likely to make winter day camping more rigorous than summer, it is advisable to limit your group during the cold season to the older boys or girls of your camp. Every group will have different weather problems, but the older children will be better able to take the rugged conditions.

## SOME PROGRAM IDEAS

A very flexible program will be needed to introduce campers to outdoor living in a new season. Tricks learned in summer often won't work in winter. Care of footgear and clothing is much more essential to good health and comfort. Good, hot food, cooked individually in home-made tin-can cooking kits gives opportunity for progressive learning of outdoor cooking techniques. The warmth of a fire attracts interest when toes and fingers get frosty. A good counselor can take his campers from the "heat a can of beans" stage to baking potatoes, making a stew, and on to the baking of biscuits twist style or in hand-made ovens.

Smaller winter groups give an opportunity to put real adventure into trips afield. During the fall, nutting parties in search of black walnuts, butternuts, hickory nuts, and pecans will satisfy that inborn appetite for hoarding.

Every boy who doesn't have an opportunity to wear the stain off his fingers from hulling black walnuts has missed one of boyhood's pleasures. A taste for paw-paws and persimmons can be developed by collecting and testing these new flavors. The girls might take home a can full of persimmons to make an old-fashioned pudding with hard sauce.

Fall, winter and spring are just as exciting fishing seasons as is summer. Fishing through the ice is a new experience for many and gives opportunity for imparting lessons in ice safety, fish habits and the use of winter tackle and baits.

When the leaves are off the trees, study of birds is much more simple. On a cold day it is easy to arouse interest in a bird neighbor who has outdoor living problems too. A chickadee, titmouse, or other bird that can be enticed to share a bit of your lunch is a lasting friend. Squirrels will often react in like manner. These experiences build a backlog of nature lore that is necessary to feel at home in the woods.

On rainy days a visit to a saw mill or lumber company will usually be the source of enough scrap lumber to start birdhouse construction. An equipped shop is not essential, for each child can bring either a hammer, a saw, a brace and bit, or nails to share with others.

Children can be taught to look ahead with this type of project. A hammer might be given as a prize in the spring to the first one who has his birdhouse occupied. A U. S. government bulletin on birdhouse construction will give the required dimensions on homes of 30 box-inhabiting birds, as well as giving the height that the houses should be placed above the ground.

Your summer program will benefit, as ours has, from a year-round program of camp activities, spiced with the seasoning of out-of-doors experiences during all of the months of the year.



*Any time is the time of year for camping if clothes and program are in keeping*



Lobby of Hotel Jefferson, St. Louis

## Top-Notch Convention Planned

**T**HE ATTENTION of everyone from coast to coast interested in camping in all of its many phases is focused these days on St. Louis as the St. Louis Section of ACA goes forward with its plans to stage the 1950 convention in that city from February 15 to 18.

J. Edward Dodds, general chairman of arrangements, and Max J. Lorber, section president, report an excellent response from ACA members to their mailing early this summer. Many said they could be counted on to spread the news about the convention throughout their sections and several hundred indicated that they were making plans to attend the convention next year.

Dodds reports that registration forms will soon be going out to members with detailed information and current facts about the convention program. Members are urged to respond quickly so that the local committee may not only gain the encouragement from such an early response but also more quickly complete its own planning on the basis of expected national attendance support.

The registration fee for the four-day convention, including the banquet, will be \$10 for ACA members and \$12 for

non-association members, Dodds said.

### HELP OF SECTIONS NEEDED

The great need now, Dodds said, is for intensive promotion throughout the total membership by sections. He called upon each section head to personally assume responsibility for bringing the convention forcefully and often before his own constituency, both in and outside the ACA membership.

Alfred H. Wyman, well-known in national ACA circles, Convention Program Chairman, has released the following tentative day-by-day convention program. Greater details will follow as speakers and discussion leaders are secured in the various program areas, he said.

### Wednesday, February 15

Program to be devoted exclusively to business interests and evaluation of camping activities, with stimulating programs for 19 Kindred Groups. These are Boys Club, Boy Scouts, Camp Fire Girls, Catholic Camps, Crippled Children, Day Camping, 4-H Clubs, Girl Scouts, Government Agency, Jewish Welfare, Municipal Camps, Private Camps, Protestant Camping, Salvation Army, School Camping, School Training, Y.M.C.A., Y.W.C.A., and Youth Hostels.

Each group, Wyman stated, will provide its own speakers, programs, and resource people.

### LARGE ATTENDANCES EXPECTED

Large attendances have been predicted by Private Camps, Camping on School Time, Salvation Army, Municipal Camping, and Day Camps, Wyman said. All four of these groups have submitted preliminary programs to Wyman which he characterized as "exciting and stimulating."

This will be the first time that the American Camping Association convention has devoted a full day to Kindred Group discussions, according to Wyman.

At 8 p.m. Wednesday the first General Assembly of the convention will be held in the massive Gold Room of Hotel Jefferson. Dr. Hedley Dimock of George Williams College, Chicago, will preside and outline the three-day overall convention program. He will also project camping into the future by evaluating, Wyman announced, what is in store for tomorrow in the field.

### Thursday, February 16

The morning will be given over to a General Assembly session at which three outstanding speakers — a psychiatrist, a pediatrician, and an educator, with the possible addition of a

## Prizes--with no strings attached!

*Mind you, now, you don't have to do a thing to share in these prizes . . . nope, no brain teasers, no guessing, no nothin'.*

*Ed Dodds, energetic chairman of the St. Louis ACA Convention Committee has announced that "for the first-time in the history of ACA conventions attendance prizes will be given when the session meets in St. Louis next February." And, WHAT prizes they are! So far, according to Ed, the*

*following daily and grand awards have been donated: an aluminum canoe, a thoroughbred dog, a camp fire pump, etc. We won't list the rest because we don't believe your heart would be able to stand the excitement.*

*Get this! All that you need to do to be eligible for a prize is to ATTEND. What could be more logical? Plan now to be in on the big easy pickin's.*

*Walt Stradal*

counseling and guidance expert - will evaluate the child's needs for a new adventure and a creative camp experience.

### ADMINISTRATIVE GROUP DISCUSSIONS

In the afternoon there will be held simultaneous group discussions on administrative problems, as follows: Staff Training and Supervision; Health, Safety, and Sanitation; Food Administration; Care of Property, Buildings, and Equipment; Evaluation (certification); Insurance; Camp Organization and Administration; Development and Changing of Camp Layouts; Financial Management; Organization of the Camp; Functions of Camp Committees and Board, and Community Aspects of Camp Planning.

Thursday from 4:30 to 6:00 p.m. movies showing camp programs, devices, and camp structures and equipment will be screened. Commercial exhibitors who have developed movies in the field of orientation, water craft, camp craft, camp equipment, etc., will exhibit also. In addition, film "shorts" on private or agency camps will be shown.

The evening will be devoted to a General Assembly with a strong national speaker and a program of camp demonstrations.

### Friday, February 17

In the morning there will be simultaneous group discussions held on program planning in the following fields: Trailside Cooking; Astronomy; Campers Sharing in Program Planning; Program for Young Adults; Nature Craft; How to Promote Democratic Participation; Water Safety; Music; Camp Craft; Staff Sharing Program Planning; Program for Co-education and

Families; Conservation; and Water Craft.

From 11 a.m. to 12 noon another session of the General Assembly will be held to conduct the annual meeting of ACA.

Morning discussion groups will reconvene in the afternoon. From 4:30 to 6:00 p.m. the program of movies begun the day before will be continued.

### ANNUAL BANQUET

The General Assembly will meet again at night for the annual banquet. The evening program will have for its principal speaker one of the nation's best-known educators.

It should be said right here that the singing at the banquet will be in charge of the famous music-maker, George Campbell, so well-known to all of us that it seems unnecessary to do more than to announce him. George will lead convention discussions on community singing as well as direct convention songfests.

### Saturday, February 18

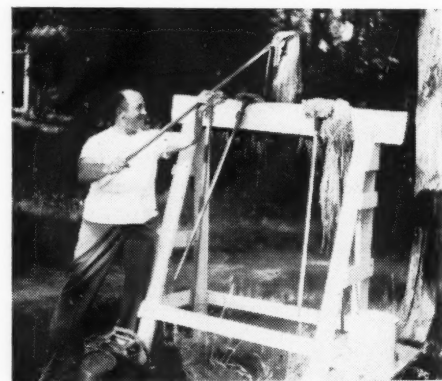
The morning will be devoted to the all-important subject of Public Relations. The session will probably be held, Wyman said, in three simultaneous discussion groups dealing with the workshop reports of the Bear Mountain conference, ways to apply those recommendations in the field of private camping, and how to apply them to agency camping. In prospect, too, is a fourth group discussion on the planning, coordination, and integration of Public Relations programs.

On Saturday afternoon demonstrations and consultations with outstanding camp authorities will be conducted. Consultations will be on the basis of appointments, according to Wyman.

Anyone wishing to communicate with the convention arrangers may reach them through Ed Dodds at the YMCA, 1528 Locust Street, St. Louis 3, Mo.

Plan now to meet with us in St. Louis February 15 to 18, 1950!

## Handy Rack Solves Camp Mop Problems



Do you have trouble keeping kitchen and other camp mops where they belong? Keeping them washed, dried, sunned, sweet and clean? The simple rack shown above has solved the problem for Max J. Lorber, president of ACA's St. Louis Section and operator of Camp Nebagamon, in Wisconsin, who is demonstrating in the picture.

It is an easily constructed sort of overgrown sawhorse, built to such a size that washed mops can be hung over the top for drying. The rack is located in an open, sunny spot near the back door of the camp kitchen. It is painted white to create an extra psychological urge to cleanliness on the part of those who use it.

## 15

## Public Relations

## Pointers

By Howard P. Galloway, Publisher, Camping Magazine

**T**HE CAMPING movement is now at a point in its development at which the right kind of camp promotion - the right kind of public relations - can lend a tremendous upsurge to public acceptance of and belief in the camping experience as an essential experience in the development of the total personality of American boys and girls. Here are 15 pointers on better camp public relations culled from a speech by the writer at the 1949 regional convention of ACA held in New York City:

1. **BROADEN YOUR SIGHTS.** Camp public relations has to do not only with your own campers and their parents, your own agency, your own board members and lay committee people, but also with every single individual anywhere who ever has an idea or an opinion about camping flit through his mind. Our public relations job is to so explain camping that more and more people will clearly comprehend the great values camping has to offer, and will want to be a part of camping, whether that part shall consist of sending one of their own children to camp, of making camp attendance possible for some other child who would not otherwise have the opportunity, of contributing funds toward the support of some camp, of becoming associated with camping as a working member of a lay committee, or of entering the camping field on a full professional basis.

In essence, public relations means simply so explaining to people the particular cause in which you believe that they will thoroughly understand it and enthusiastically support it. That's all our camping public relations have to do. With a program such as is represented by camping at its best, we have

certainly no reason to hide our light under a bushel, and every reason to use every means at our disposal to interpret the values of camping to people on an ever widening scale. How well we do this is likely to determine how well our camps will do in years to come. How well our camps will do — in terms of the number of children served, in terms of how good and how worthwhile an experience those children will have in our camps, in terms of increasing or decreasing civic and public support of camping, in terms of improvements in the personal positions - professional and financial - of those of us connected with camping.

2. **BASE PROMOTION ON PERFORMANCE.** Good public relations, *lasting* good public relations, must be based on actual performance, not merely promises. Wonderful words, pretty pictures, sparkling speeches will not long take the place of good camp operation in creating and maintaining a sound basis for good public relations.

3. **KEEP PRIVATE RELATIONS PRIVATE.** This has to do with the manner in which we sell our camps in competition with other camps, whether it be one private camp versus another private camp, whether it be a private camp versus an organization or agency camp, whether it be the whole field of organization and agency camps versus the whole field of private camps. If our selling of our own camps is such that it tends to detract from other camps, or other types of camps, then, while we may gain a few campers, or a degree of public support or civic contribution for a brief period, we are likely to find in the long run that we have actually damaged the total cause of camping rather than helped it.

4. **GET PROFESSIONAL HELP IF YOU CAN.** Promotion and public relations are actual full-time businesses - professions, if you will - just as much as camp operation is a profession or a business. So, if your public-relations job is of such magnitude as to make desirable or possible employment of a full or part-time professional public-relations counsel, by all means do so. If you choose well, you'll get your money's worth and be spared a lot of headaches learning public relations the hard way.

5. **DON'T TRY TO HANDLE PUBLIC RELATIONS WITH YOUR LEFT HAND.** Let's assume, as is likely to be the case, that many of us have not the wherewithall to hire professional public-relations counsel, but still have a public-relations job to do (and everybody does.) Public relations is an intricate business. It is also a vastly important matter to you, if you hope or expect that your camp and your camping program may grow over the years. So, don't try to handle your public relations with your left hand while you are doing "more important things" with your right hand. Give your public relations just as much time and attention and thought and financial assistance as you do other phases of your camp operation, and you are more likely to achieve worthwhile results.

6. **KNOW THE TOOLS OF PUBLIC RELATIONS.** There are many different kinds of tools available for use in public-relations work. Obviously, if you don't know about some of them or if you haven't investigated some of them to see whether they fit your need, you may actually do a limping job of public relations instead of the full-fledged job you might be doing.

7. **CHOOSE THE RIGHT TOOLS.** There are so many public-relations tools avail-

able that no one camp or organization could, or would be well advised to, use all or even most of them. The trick is to choose the right tools. And the ones you choose will depend on several things: what it is you are trying to get across; to whom you are trying to get it across; the time available to do the job; the skills or dispositions of the person or persons in your group who will be handling public relations; and the amount of money or materials available for use.

**8. USE THE SPOKEN WORD FOR ALL IT IS WORTH.** The spoken word is a powerful tool of public relations. It includes personal conversations, interviews, discussion groups, meetings, conventions, radio, records and the like. The more personal you keep your use of these media, the more effective they will prove. Satisfied patrons of your camp or your organization or your agency can lend very effective aid to your efforts by means of their spoken words. So can staff members of your camp who are enthusiastic about the kind of job you are trying to do.

You can multiply the effectiveness of your spoken words by using them on groups as well as individuals. Talks to church groups, parent-teacher associations, service clubs and the like give you this chance to multiply the effectiveness of your spoken words.

**9. LET THE PRINTED WORD MULTIPLY YOUR CONTACTS.** The printed word is an economical tool for making constantly available to the bulk of your prospects information about your camp or your program which will help them understand its basic values. It enables you to say what you want to say to a much wider group; it also enables the recipients to read your message again and again if they like, in order that a more permanent impression may be formed.

Under this heading come letters, leaflets, booklets, reports, yearbooks, newspaper stories and magazine articles, your own house organ or camp magazine, purchase of paid advertising space in printed media, and so forth. There are, however, some dangers and pitfalls to watch out for here. It is vitally important that what we say in print be given very serious thought and consideration before it is put into print and becomes permanent. Proper organization of thinking is more important in a printed article than in a casual conversation. Use of correct grammar is more important. The manner in which the printed word is printed, is also of



*Editor-Publisher of Camping Magazine,  
Howard P. Galloway, discusses  
Public Relations*

considerable importance. The best of thoughts may lose considerably in their effectiveness if they are printed in a sloppy, hard to read, obviously cheap manner.

**10. ONE PICTURE IS WORTH A THOUSAND WORDS.** Most camps are very photogenic. Since it has been estimated that people retain 60% of what they see, certainly we should take advantage of this photogenic nature in our public relations. But, remember that, if one picture is really to be worth a thousand words, it must be a good picture.

Movies, as many camp directors can testify, are excellent public relations means, provided they are good movies. But there is nothing so distressing as to have to sit through 15 minutes or a half hour of movies which are poorly exposed, poorly edited, without centers of interest and sometimes obviously posed.

Picture kits and albums, post cards, and other graphic media are also available for use in building your camp public relations. Many directors use them successfully.

**11. DOING IS BETTER THAN HEARING, READING OR SEEING.** This might be characterized by the title Special Events, and would include such things as special days and weeks, tours, pageants, anniversaries, reunions, dinners, etc. This tool, if properly used, can perhaps be more effective than any of the others mentioned, because it is said that people retain 90% of the things they actually do as opposed to those they hear about, read about or see. The

more actual "doing" that you put into events of this kind, the more positive public relations results you can expect.

**12. WHAT YOU DO, DO WELL.** If you want effective public relations, what you do, do well. If you're not sure you can do it well, perhaps it would be wise to pass up that particular thing, and use some other method that you know you can handle. You will get a much better result from a simply organized campaign of public relations which is well done, than from a complex undertaking which breaks down halfway to the goal and winds up being a shabby job.

**13. CALL YOUR SHOTS.** It is very easy to start firing public-relations blasts in all directions, instead of making certain that you stick to the plan and the objectives you originally outlined. Such an error of strategy, of course, results in waste of some of your public-relations ammunition, some of your time, and some of the good results which might have been achieved by calling every shot.

**14. DON'T LET YOUR MOTOR STALL.** If you've ever had the misfortune of having to push a stalled automobile, you've noticed that it is very difficult to get the stalled car started, but once it is underway it is a relatively simple matter to keep it rolling. The same thing is true of public relations. Camp public relations is not a thing which should be reserved for the last two or three months before camp opens. The aim should be to draw up a public-relations calendar of twelve months duration, and spot on that calendar in their appropriate places, use of all the tools you have finally chosen to use. Then carry your program through, according to plan, all year long.

**15. KEEP YOUR EYE ON THE TARGET.** To achieve really the best in public relations, never forget in any activities — whether they be your own actions, use of the spoken word, your printed matter, the pictures you show or the participation activities you plan — never forget to keep your eye on this target:

The one big aim of all our public relations is greater understanding of the values of camping by all people, to the end that there shall be — increasingly — better and better camping for more and more children.

If you shoot at that target, and shoot straight and steadily, the other aims of your public relations will all fall into their proper places and you will achieve real and lasting public relations success.

# Camp Health Symposium

*New England meeting offers much helpful information*

**S**PONSORED and organized by The Children's Medical Center, Boston, and conducted with the approval and cooperation of the New England Section of the American Camping Association, the first hospital symposium on camp health was held at Children's Hospital on June 15, 1949. Forty camp directors, nurses, and doctors were present, representing private and agency camps throughout New England.

Dividing responsibility as chairmen were Dr. Sidney Farber, Pathologist-in-Chief and Staff Chairman of The Children's Medical Center, whose active interest spurred the organization of the symposium, and Dr. Lendon Snedeker, Assistant Administrator of the Center, who has been active for a number of years with the camping activities of the Greater Boston Community Council.

The camp group was welcomed by Dr. Farber, J. W. Farley, president of the Children's Medical Center, Bradford Bentley, president of the New England Camping Association, A. Cooper Ballantine, chairman of its Health Committee and director of Camp Kehonkah, and Dr. Warren R. Sisson, President of the American Academy of Pediatrics and for many years Chairman of the Executive Committee of the Camp Section of the Greater Boston Community Council.

Mr. Bentley, discussing the interest of camp directors in the health of their campers, noted that the illness rate in camps is no greater than among children in general.

Precautions against illness and the prevention of accidents to campers are very naturally matters of great concern to camp officials. Mr. Bentley also stressed the important role that camp personnel have to play in eliminating both physical and emotional strain through better understanding of the capacities of their charges.

## PINK EYE PROBLEM

Dr. S. Forest Martin, associate ophthalmologist of the Center, discussing eye problems, urged that cases of so called "pink-eye" which fail to respond to simple treatment be referred to a suitable hospital. Children with such an

ailment should not swim in still fresh water. Any foreign body in an eye should be given expert treatment if irrigation or other simple measures fail to remove it.

Archery, Dr. Martin said, is a commoner cause of blindness than accidents with air rifles or other such weapons. He urged special attention to teaching proper handling of archery equipment and guns, and warned that in accidents where the eye is penetrated the eye should be left alone until a competent doctor has an opportunity to treat it.

## HEAD INJURIES

Dr. Donald Matson, associate neurosurgeon of the Center, warned that severe head injuries may not easily be distinguished from simple ones. Too often, he said, a fracture of the skull is not suspected unless there is an evident depression or an open break in the scalp. The child's behavior after a head injury should be carefully watched, he said. Headache, listlessness, vomiting, eye trouble or unconsciousness are the major symptoms of serious injury. Twenty four hours of bed rest is a good precautionary measure. Children who become unconscious after a head injury should be placed on the face, and watched carefully to insure against their breathing in of saliva or vomited material. Such children never should be "rushed over the road" to a hospital, Dr. Matson warned.

## INFECTIOUS DISEASES

Dr. Charles A. Janeway, physician-in-chief of the Center, discussing prevention of infectious disease, noted that children of camp age are those who are most susceptible. Suitable immunization at home can protect children against smallpox, diphtheria and whooping cough, Dr. Janeway said. Diphtheria has increased in recent years, but administration of "booster shots" of toxoid to children at times of greater incidence in the home community provides adequate protection. The use of tetanus toxoid before camp may eliminate the necessity for using tetanus antitoxin and eliminate the possibility of serum sickness. No protection exists against chickenpox, mumps or German measles, Dr. Janeway said, and camps

actually can do a child a favor by permitting him to catch one or another of these diseases and so acquire relative immunity. Measles can be partially controlled with immune globulin.

## POLIO POINTERS

Dr. Janeway urged particularly that any camper known to have been exposed to poliomyelitis be protected against fatigue. Severe paralysis is apparently much more likely to result from the disease when the affected person is extremely fatigued at the time of its onset.

Dr. R. Cannon Eley, Chief of the Center's isolation service, outlined a program for camps where a case of poliomyelitis occurs. This would call for (1) transferring the ill person to a suitable hospital, (2) quarantining the camp and permitting no campers or personnel to leave, and no one to visit, (3) protecting all campers and personnel in the affected camp against excessive fatigue. Sometimes local boards of health will not permit moving the patient. He urged the quarantine because, he said, persons not ill with polio may be carriers, and such people, although unaffected themselves, may be a source of infection to others if permitted to return home.

Dr. Eley reviewed the common symptoms of poliomyelitis and said that some cases might begin with sore throat, vomiting and diarrhea or constipation. A stiff neck and/or back coupled with fever and any or all of these symptoms are very strongly indicative of polio. With children especially, the easiest way to determine whether neck or back is stiff is to examine the child in bed. With the child sitting up and without reference to any stiff neck, point to or touch his abdomen and say in properly surprised tones, "What's that?" Inability to bend the head forward will be evident immediately. Similarly, a child sitting up in bed normally bends his back in a curve so that the weight of his upper body is forward of the base of his spine. A child with a truly stiff back does not do so, but rather leans on his arms and hands which are placed several inches in back of the base of his spine. (to be continued)

# Notes from National

By Gerald P. Burns

ACA Executive Director

**B**Y THE TIME this issue of CAMPING MAGAZINE reaches you the American Camping Association Workshop on Interpretation and Public Relations will be over. I am writing on the eve of that workshop, during which we expect to gain two results — suggestions for doing our job better both sectionally and nationally, and ideas regarding working with other groups to improve the understanding of the place of camping in modern society.

"Meet me in St. Louis" has been for two years the theme song of the ACA, and in February we shall gather there for our national convention. This is the big event of the year for our association. The St. Louis Section and particularly its Convention Committee have left no stone unturned in their efforts to make this convention a valuable experience for all of us. The meetings will give us renewed convictions as to the values of camping; they will help improve our skills of leadership; they will afford an exchange of ideas from all parts of the country; and at this time will be held the official meeting of the association to plan for the future and to conduct necessary business.

## ACA MAKING PROGRESS

With summer well behind us, most of us are in the full swing of the year's activities. We are all concerned with ways in which we can make the services of the ACA both sectional and national, more fruitful. It may not be amiss, therefore, to speculate briefly on the particular contributions which we as an association can make.

We think of the ACA primarily as a professional association concerned with those activities and programs that will extend camping and improve its quality. The fact that our members come from so many different sources — private camps, youth organizations, and public groups — and include not only camp directors and leaders but also individuals who are not directly responsible for

camp operation means that we always have a variety of opinions in the approach to camp problems. Such differences, however, may be one of our greatest values. We learn and grow by pooling our experiences with those of persons of different backgrounds but of similar belief in and enthusiasm for camping.

As a professional association we are making progress. As our own philosophy of the personal and social values of camping becomes more clearly defined, we are doing a better job of interpreting these values to others. We recognize the contribution that the good camp experience can make to the life of the individual as well as to a democratic society which has become largely urban in its culture.

Our literature is expanding and becoming more and more useful. CAMPING MAGAZINE is increasingly looked to as source material for college students as well as the only organ of the camping movement. There are still great gaps in our literature, and there is need of additional studies that will give us a more scientific basis for some of the claims we make for camping. But there

is evidence of a growing interest in research in the camping field; and there is every reason to believe that the next few years will add considerably to our fund of knowledge.

In the leadership training fields we are making gains. The conviction of many colleges that a greater portion of their camp training should take place in a camp situation is all to the good. The increasing number of in-camp training sessions and the expanded training program of our ACA sections will continually improve the quality of leadership in our camps.

Our association is also making advances in setting standards and securing compliance with them. Our cooperative relations with the many other groups interested in the welfare and health of children are improving. As a professional association we have a responsibility in self-evaluation and self-imposed discipline that will insure better camping in all its many phases.

## A UNIFIED VOICE

Our organization is growing stronger and more able to speak with a unified voice for camping. Strength lies first in the sections, where most of the benefits from membership come directly to each of us. We must also, however, continue to grow strong nationally if we are to maintain and expand our leadership among the many new groups now turning to the field of camping.

It is still a long way to the point at which we shall enroll in our membership all who should participate and we shall be strong enough to assume our rightful place of leadership in the health, education, recreation, and welfare movement of the nation.

## MEMBERSHIP NOMINATIONS

Date.....

THE AMERICAN CAMPING ASSOCIATION,  
343 S. Dearborn, Chicago 4.

I nominate for membership in The American Camping Association:

Name .....  
Street .....  
City and State .....  
Camp Affiliation .....  
Nominated by .....  
  
Name .....  
Street .....  
City and State .....  
Camp Affiliation .....  
Nominated by .....

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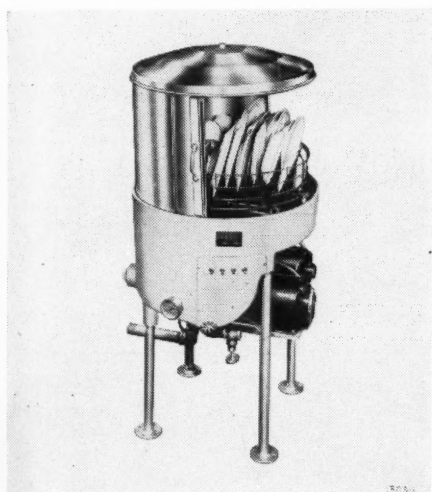
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**Camp Meat** — identification methods, buying tips and cooking suggestions — are the subject of a 40-page "Meat Manual," offered to camp directors and dietitians by Puritan Beef Co., 14 Grace St., New York City 14. The booklet contains hundreds of helpful illustrations and much information which will help your meat buying. (A25)



**A New Dishwasher**, described as the world's first single-tank dishwasher with a power rinse, is shown above. Produced by Jackson Dishwasher Co., 3703 E. 93rd St., Cleveland, Model AC-50 accomplishes washing and rinsing by means of double-revolving spray method, which is said to result in an even distribution of water over every surface of articles being washed. Automatic timing is standard equipment, and the machine has a rated capacity of 2,000 dishes per hour. (A29)

**Banners, pennants, t-shirts** and many other similar products needed by every camp are listed, pictured, described and priced in a new catalog which has been released by American School Supply, Inc., 360 Glenwood Ave., East Orange, N. J. Consulting this 32-page publication is sure to give you new ideas for next season. (A33)

**Plastic tableware** items in a wide variety are described in a new catalog announced by Rogers Plastic Corp., West Warren, Mass. Sizes, packing, shipping weights and colors are systematically listed to make selection simple and sure. (A27)

Camping Magazine, December, 1949

**Hobby Tool**, a popular-priced, lightweight, yet powerful hand grinder has been announced by The Dumore Co., Racine, Wis. With the tool, it is said crafts workers can sand, grind, saw, drill, engrave, buff, polish, burnish, sharpen, carve, burr, shape, etc. It should prove a real boon to many crafts shops. (A26)

**Color Filmstrips** of high quality and range of subjects designed to appeal to camps exercising discrimination in their selection of materials for camp programs have been announced by Life Filmstrips, 9 Rockefeller Plaza, New York City. A 16-page pictorial brochure describing the materials is available on request. (A32)

**A Meat Buyer's Guide**, printed in two colors and containing 12 pages of helpful information for buyers of meats for camps, is now available free from Pfaelzer Brothers, Inc., Union Stock Yards, Chicago 9. Highlighted is the company's line of "portion ready" meats which relieve camp kitchens of nearly all butchering operations. (A31)

**Vegetable peeling** made easy is the aim of the new portable, electric vegetable peeler recently introduced by Universal Industries, Somerville 45, Mass. Simplicity of operation, stainless-steel construction, and a capacity of 20 pounds per

minute are features cited which will appeal to camp directors. (A28)

**A Lantern Lighter** designed to end wind and rain lighting problems is the latest offering of Gales Sales Co., 4728 Lorain Avenue, Cleveland. It is easily and permanently attachable to the lighting hole of any gasoline or acetylene lanterns. When the thumb spins the outside knob a spark wheel throws a fat, strong spark on the mantle and the lantern is said to light instantly, whether cold or hot. (A30)

**A new mechanical aerosol sprayer**, using an insecticide concentrate safe for use around foods, has been developed by Gulf Oil Corp. A heavy dosage of the aerosol mist is said to be highly effective against crawling pests such as roaches, waterbugs, silverfish, and the accessible stages of beetles, weevils and moths. (A34)

**Aluminum canoes**, their characteristics, specifications and advantages, together with prices, are described in a 10-page leaflet prepared by the manufacturers, Grumman Aircraft Engineering Corp. (A1)

**Calcium chloride**, for use in providing better fire protection in camps and other locations where fire must be constantly guarded against, is the subject of booklet No. FP2A, published by Solvay Sales Division, Allied Chemical & Dye Corp. (A4)

**Craft supplies**, including leather, plastics, metals, paints, woodcarving, etc., are pictured, described and priced in a 32-page catalog offered by Sto-Rex Craft Department of Western Mfg. Co. (A7)

**Equipment and supplies** for summer camps, ranging from beds and boats to

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kitchen equipment and paper products are listed and pictured in the current catalog of Sanitary Supply and Specialty Co. (A10)

Preservation of wood and practical elimination of painting of camp buildings are twin advantages of carbolineum compound described in an eight-page Bulletin No. 89, available from Carbolineum Wood Preserving Co. (A9)

Leather for craft work, as well as leather-working tools and accessories are the subject of the current catalog offered by Kit Kraft; included also is catalog data on metal-working supplies. (A2)

Guidance books for campers and counselors, students and teachers, are described in a 16-page catalog being distributed by McKnight and McKnight, publishers. (A6)

Educational filmstrips, covering hundreds of subjects, many ideal for camp projection are described in the new 32-page catalog prepared by Society for Visual Education, Inc. (A8)

Finger paints, what they are and how they can be used by children of all camp ages to produce not only interesting paintings but also to supply unique decoration for a variety of craft projects, are the subject of an interesting two-color, 16-page booklet offered by Binney & Smith Co. (A11)

Fire extinguishers in several types — water, anti-freeze, chemical and dry chemical — designed to offer protection for every type of fire in every type of location, are covered in catalog folders offered by the manufacturers, Walter Kidde & Co. (A17)

Camp emblems, banners, T-shirts, sweat-shirts and hats and other supplies,

personalized with the name or initial of your camp, are described and priced in an illustrated catalog offered by The Felt Crafters. (A16)

Knives, saws and other tools for a wide variety of craft uses are pictured, described and priced in the new catalog prepared by X-acto Crescent Products Co., Inc. (A19)

Handicraft supplies for practically every type of work which will be encountered in the camp craft shop are listed and briefly described in the current catalog of Burgess Handicraft Stores. (A13)

Water sports equipment, specifically diving boards and floats, are pictured and described in catalog No. 49 issued by Hussey Mfg. Co. (A18)

Use of cereal foods, general nutritional data and selected recipes using cereals are included in the booklet "Cereals in Our Meals," offered by Van Brode Milling Co., Inc. (A20)

"Selected Motion Pictures" is the title of the new catalog offered by Association Films, Inc. More than 1,300 titles are listed, including 100 high-grade free films. (A23)

Dishwashing that is clean, sanitary and safe is the aim of an illustrated folder and wall card giving information on proper practices in both hand and machine washing of dishes, and available from Wyandotte Chemicals Corp. (A24)

Leather, leather-working tools and accessories and instruction books are cataloged and described in a new publication offered by Charles A. Toebe Leather Co. (A21)

Copper metalcraft supplies and interesting items which can be made are the subject of a leaflet offered by Metal Goods Corp. (A22)

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# Good Music Makes Good Listening

By Jorge Bolet

**A**S A BOY I used to go to a summer camp, and one of the counselors was a very fine amateur pianist. He gave so much pleasure by playing without trying to instruct us, that I made up my mind that when I grew up and could take vacations in the summer, I would spend them at a boys camp as a counselor and attempt to give the same pleasure. I have always followed this decision. In this article I would like to recount what I have learned about boys and their interest and tastes in music from my experience at Pocono Camp, Lakeville, Pa.

Usually, I play for the boys on Sundays and rainy nights, and at occasional moments when things get dull. As the boys wear heavy shoes and there are no rugs on the floors, I tell them we are going to have our concerts Japanese style. We take out all of the furniture, and the boys park their shoes outside and sit on the floor. There is never a sound except for the music. Usually I play for them for about an hour, with no intermission between numbers. Boys are not required to come and listen — but they all do.

## FIRST-QUALITY MUSIC

I never play down to the campers. Both in my own recitals and when I play records for them (every afternoon during rest hour) I give them good, heavy stuff. For recordings, the Bach Brandenburg Concertos, Strauss Tone Poems, Ravel, Cesar Franck and the lesser-known Beethoven Symphonies. On the piano, I play only the same types of works which I would use for a Carnegie Hall recital, and make no concessions as to length or quality.

I never try to explain my interpretation of the music to them, but allow them to listen in the way that they like best and form their own judgments. Many campers make no distinction between melodic and non-melodic works, and classic or modern harmony means nothing to them. They listen to and accept Bach with the same enthusiasm as Bartok. It is their love of music as

such which develops, and that is the important thing.

Here are several things I believe a music counselor should do. Although they are not directly connected with music, they have a great influence in capturing the boys' interest. In the first place, it is very helpful for the music counselor to associate with campers constantly so that they feel that music is just one more advantage of the adult assistance of the counselor, and not simply a peculiarity of his.

I eat, swim, and participate in all sports with our campers. They call me Uncle Jorge. They are so accustomed to my being a life-guard and referee that they have much the same feeling toward me when I give them music. It is just one more thing that, at this point in their development, I do better than they.

It is imperative to approach the concerts from a perfectly matter of fact point of view. Any indication that music is on a different plane from the rest of the days' activities would build up a reserve in the youngsters which would be impossible to overcome. If the concerts are approached casually and campers have a choice as to whether they hear them or not, they will elect to listen in every instance.

## ALL CAMPERS LOVE MUSIC

In the five years, off and on, that I have been counselor at the Pocono Camp, I have never found a boy who did not love music and listen to it every chance he got, whether or not he had any special talent for music.

Typical of the reaction of the boys was the remark of one who came up to the wife of the director last summer and said that he had a problem he wanted to discuss with her. Thinking it must be something quite serious, she walked a little distance away with him and then asked: "And now, tell me what's on your mind."

"Aunt Dottie," said the boy, "don't you think that if Uncle Jorge practiced, he could be a concert pianist someday?"

## Teach Campers Conservation!

**W**E SPEND a great deal of time in camps teaching youngsters how to take care of a canoe, a rowboat, a tent, but not nearly enough is done to help them know how to take care of a piece of land!

Here are some of the activities that go with keeping a piece of land in good condition:—

1. Planting trees, shrubs and wild flowers with thought as to the kind of a habitat they need.
2. Thinning out trees and shrubs and pruning trees.
3. Listing the things that live and grow naturally on the camp site and planning to introduce other native plants and animals that would live there if proper habitats were planned and carried out.
4. Making and placing bird houses to attract more birds to live in the camp.
5. Giving consideration to the footpaths in camp, making sure they are where there is no danger of causing a soil erosion problem; directing and repairing those that are causing wash-outs and other erosion problems.
6. Removing all fire hazards from the camp.
7. Posting the land against hunting, fishing and the disturbing of trees, shrubs and wild flowers.

Taking good care of a camp site is both nature study and conservation. It's pretty hard to separate the two, anyway. Good nature study includes conservation and intelligent conservation necessitates a knowledge of nature. The two can work together, in a camp, to the great benefit of the camp and the youngsters.

(Abstracted from "Camp Cues," a publication of the Girl Scouts.)



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## With the Sections

• **CHICAGO SECTION** held its first fall dinner meeting October 17, and reports it a great success, attended by nearly 100 "campers." Jerry Burns, national ACA Executive director, was guest speaker.

Chicago's next meeting was an all-day affair held November 12 and featuring the general topic of public relations for camps and camping. Speakers from camps, youth-serving organizations and industry explored the subject of camp public relations from every angle, and came up with some excellent ideas for use by those attending the meeting.

Future meetings scheduled by the Windy City Section include December 10, on Health in Camp; January 14, on Camp Programming; February 15-18, when all the Chicago ACAers plan to meet at the association's national Convention in St. Louis; and March 11, when the Section's Fifteenth Anniversary Celebration will be devoted to an all-day institute on Camp Staff Problems.

News of this wide-awake Section also includes that Lou Ehrenreich is chairman of the new Legislative Committee, and that the Section office is now located on the 10th floor of 123 W. Madison St.

• **MICHIGAN SECTION** reports with mingled pride and sorrow that it has lost one of its members, Mrs. Elizabeth B. Spear, to the New York Section. Mrs. Spear has been named director of the Camping Department of Camp Fire Girls, Inc. Her former job was executive director of the Detroit Camp Fire Girls Council. Betty is also chairman of ACA's national Health and Safety Committee.

• **NEW JERSEY SECTION** held its first dinner meeting of the fall season on November 2, in Newark, N. J. An outstanding program, featuring an address by Dr. E. DeAlton Partridge, was presented. Dr. Partridge, who is dean of Montclair State Teachers College, spoke on "Shall We Support School Camping?" bringing an affirmative point of view to his discussion of one of the fastest-growing facets of the camping movement.

Another meeting of the Section is planned for December 14, with a program soon to be announced.

• **PENNSYLVANIA SECTION** discussed "What Can We Learn from 1949?" at its first fall meeting, held October 27 in Philadelphia. Jack Neulight, Section president, and Walter Rutherford, national ACA Membership Committee Chairman and a past president of the Pennsylvania Section, report that the meeting was most successful in starting the ball rolling on the Sections 1949-50 schedule of meetings.

• **ST. LOUIS SECTION**, in spite of its busy-ness in planning for ACA's 1950 national convention, found time to go to camp for its first fall meeting, held October 9 at Camp Solidarity, near Pacific, Mo. Paddling (in the camp's aluminum canoes,) swimming in the river, and supper cooked over open fires in aluminum foil were program features, in addition to a fine business meeting conducted by President Max J. Lorber.

St. Louis' November meeting was held on the 9th, and featured a talk by Miss Marie Shaver, of American Youth Foundation, on "Why I Believe in Camping." Another interesting and helpful feature was a discussion by several members of interesting events which took place at their camps during the summer.

Plans for the Section-sponsored 1950 National ACA Convention, scheduled for February 15-18 at Hotel Jefferson, St. Louis, are being whipped into final shape by the Section (see article on page 9) and a top-notch meeting is promised.

A new member of the Section is Rev. Malcolm MacMillan, former president of the Tri-State Section, who is now rector of a St. Louis Church.

• **WISCONSIN SECTION**, like St. Louis went to camp for its fall meeting, a two-day get-together which was held at The Retreat Camp, Mt. Morris. Outstanding among other important business was the election of officers for the 1949-50 season. The new Section leaders are as follows: President Lloyd Shafer, Boy Scout Executive, of Fond du Lac; Vice-president H. M. Woldenberg (retiring president), of Camp Indianola, Madison; and Secretary-Treasurer W. H. Wones, Milwaukee.

Verna Rosenthal has been elected to the Section Board of Directors, to fill out the unexpired term of Alice Drought, who has gone to Arizona.

## Books

**YOUTH — KEY TO AMERICA'S FUTURE, AN ANNOTATED BIBLIOGRAPHY**, by M. M. Chambers and Elaine Exton. Published by American Council on Education, Washington, D. C., 1949, \$2.00. Reviewed by Charles F. Weckworth, Director of Recreation and Camping, Springfield College.

Ten years ago the American Youth Commission published a most valuable reference resource for leaders of youth entitled *American Youth, an Annotated Bibliography*.

Today this companion volume brings up to date well-selected points of view on key headings which should be of interest to all teachers and leaders of youth. Such headings as America's Young People Today, Adolescence, Child Labor and Child Welfare, Citizenship, Delinquency, Education, Employment, Family Relationships, Intercultural and Intergroup Relations, Leisure and Recreation are but a few of the "targets" of information essential to those who influence youth.

This new volume brings together in well annotated form pertinent data regarding America's most valuable asset — its youth. The book will be a welcome guide to reference librarians who constantly meet requests for such information.

**PUPPETS INTO ACTORS**, by Olive Blackham. Published by The MacMillan Co., New York City, 1949. Reviewed by Mary Weckworth, Director, Camp Wilder.

Although the author gives a complete explanation of the different types of puppets and explains very thoroughly the construction of a certain type of puppet, this is not her greatest contribution to puppetry.

Miss Blackham stresses the importance of making a puppet live for the audience — not alone in facial expression, but in body movements. Some very practical instructions are given for planning puppets, manipulating puppets and play production. The kind of problems discussed reflect years of experience in producing puppet plays under varying conditions.

The book will prove of value to the newcomer in the field of puppetry and an opportunity for the experienced to share a delightful "feeling" for the puppet as an instrument of art.

Camp, playground, and recreation-

center leaders will find the answer to "Should we include puppetry in our program?" and "How do we do it?"

**JERRY GOES TO CAMP**, by Albert M. Brown. Published by Bloch Publishing Co., New York City, 1949, \$1.75. Reviewed by Charles F. Weckworth.

The author tells his message, from an experienced viewpoint of serving in camps for 25 years, through a series of daily letters from a boy named Jerry to his Mom and Dad back home. Jerry, a lad of twelve, says the author, "is a kind of composite profile of the ten thousand boys I've known in camps." Jerry has promised his parents to write daily of his camp experiences.

Author Brown, a seasoned writer of some fifty-five plays for boys and girls, cleverly establishes Jerry as a normal, happy spontaneous, and adaptive twelve year old who frankly reveals his attitudes and prejudices about his counselors, his camp mates, and the many adventurous program channels employed in the camp setting. However, this letter technique soon loses status with the reader because there gradually emerges a very mature, rather than an adolescent, insight.

The letters also show evidence that a

carefully planned check-list, of what goes on in many camping situations, is apparently being followed. While such check-list information is valuable to educate parent readers about camping programs, many parents would observe that program events mentioned by Jerry, such as various sport activities, dramatic plays, radio dances, ping pong, etc., are the kinds of activity quite common to city centered programs. These same parents might believe that a camping experience should focus attention on camping skills and experiences which involves shelter and site selection, fire preparation and building to cope with menu demands, cooking skills, group planning, and interdependent responsibilities, for a synthesis of work and play.

Jerry's letters also mention "camp-tivity" common to both centralized and decentralized programs such as hikes, nature exploration, campfires, newslog, cabin or tent group camaraderie, etc., but the reader senses that much of the program and group planning is done for the camper rather than by the camper. This was indeed a surprise to the reader because of the Foreword written by one of the experts in group work techniques, Henry M. Busch.

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CAMP DIRECTOR, mature, capable, 20 years camping experience, 4 years direction of large organization camp, responsible for program, maintenance, buying, feeding, staff training; excellent record, references. Write Box 762, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

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EXPERIENCED WATERFRONT DIRECTOR possessing M.S. and Director of Physical Education degrees desires summer position as Waterfront Director. References. Qualified swimming pool operator; American Red Cross Water Safety Instructor, and Varsity Swimming Coach at a State University. Married, age 33. Write Ramon W. Kirellis, 1401 S. Henderson, Bloomington, Ind.

CAMP DIRECTOR, 38 years of age, experience all camp operation — purchasing, leadership, training, programming, B.S. Physical Education. Experience boys, girls, and co-ed camping. Married, one child. Desires association with established private camp that may lead to future, permanent relationship. Write Box 761, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

CAMP DIRECTOR, ASSISTANT, or program director position wanted for summer, 1950. Over 15 years' experience in girls' camps and co-ed camps. Have served in nearly every capacity in camp. Write M. M. Irons, 68 A Arch St., Redwood City, Calif.

Former college swimming coach and ARC water safety field representative, 36, desires waterfront job in north central or south central states. Twelve years water work experience. Extensive camping, small craft, swimming and water show experience. Eight ARC aquatic schools. Desire job in girls camp where my two daughters four and seven can participate in program and wife (college grad) work as counselor. Boys camp with staff housing acceptable. Write Box 772, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

SUMMER EMPLOYMENT. Enter your application for summer employment in the Camp Staff Referral Directory, consulted by camp owners and employment managers throughout the United States and Canada. Forms close Jan. 1st, no applications accepted thereafter. A post-card request will bring your application blank immediately. MAILMASTER, 210 Fifth Ave., Suite 1102, New York 10.

HIGHLY REGARDED private summer camp for girls, in Maine, has an opening for an outstanding Head Counselor or Program Director. Applicant with broad education, camp experience and the ability to guide and inspire personnel is assured of an interesting position with ideal conditions and liberal remuneration. All qualifications should be detailed in first letter which will be held confidential if desired. Write Box 759, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

### Help Wanted

WANTED — program director, nature counselor, trip counselor, for progressive, mid-western, private camp for girls. Address Box 765, CAMPING MAGAZINE, 181 Chestnut Avenue, Metuchen, N. J.

### Camps For Sale

KELLEYS ISLAND, OHIO, on beautiful Lake Erie. Five permanent buildings, capacity 100 campers and staff of 30. Exceptional investment. Owners wish to enlarge another camp in Michigan. Write Box 730, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

SUMMER CAMP on beautiful, secluded lake in southern New Hampshire; fully equipped for 40 campers; within tripping distance of both the seashore and White Mountains; Still in operation with an excellent reputation and following. Write C. H. Hubbard, 7619 Waverly St., Pittsburgh 21, Pa.

LONG ESTABLISHED, well equipped waterfront camp, central New Hampshire, suitable for children or adults. Permanent buildings, ideal lay-out. Main house, cabins, recreation hall, craft shop, infirmary, stables, boathouse. Large sports field, tennis courts, two riding rings, sail-boats. Open sunny area surrounded by beautiful pine woods. Livable in winter. Priced reasonably. For information, write Box 766, CAMPING MAGAZINE, 181 Chestnut Ave., Metuchen, N. J.

ESTABLISHED CHILDREN'S SUMMER CAMP. One of the most beautiful campsites in Sebago Lake region of Maine. Completely equipped for 100 people. Room for 500. Beautiful lake. Sand beaches. Mountain view. About ¾ mile shore line. An hour's drive east to the Atlantic Ocean and west to the White Mountains. Has been under continuous management of owners for 27 years. Owners wish to retire. Price \$60,000. Write L. M. Werner, Sebago School, 5515 Cates Ave., St. Louis, Mo.

### For Rent

Fully equipped camp, 12 miles from Sonora. 4000 Feet altitude, 159 acres, large lodge, dining hall, electric kitchen, concrete swimming pool, 2 acres lawn, baseball diamond. Sports equipment, etc. Will handle 225 campers. Available May through October. Write Old Oak Ranch Youth Camp, P.O. Box 712, Sonora, California.

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Statement of the Ownership, Management, etc. required by the Act of Congress of August 24, 1912 as amended by the Acts of March 3, 1933, and July 2, 1946 (39 U. S. C. 233) of Camping Magazine published monthly, November through June at Plainfield, N. J., for October 1, 1949.

1. The name and address of the publisher, editor, managing editor, and business manager is: Howard P. Galloway, 181 Chestnut Avenue, Metuchen, New Jersey.

2. The owner is: American Camping Association, Inc., 343 South Dearborn Street, Chicago, Ill. As this is a non-profit corporation, there are no stockholders. Officers of the Association are: president, Reynold Carlson, 1900 Maxwell Lane, Bloomington, Indiana; vice-president, Kathryn Curtis, Camp Illahee, Brevard, N. C.; vice-president, George Miller, Boy Scouts, Phoenix, Arizona; secretary, Catherine T. Hammett, South Londonderry, Vermont; treasurer, Charles Desser, 7 South Dearborn St., Chicago, Illinois.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

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HOWARD P. GALLOWAY  
Publisher

Sworn to and subscribed before me this 21st day of September, 1949.

Bertha T. Camerden, Notary Public (My commission expires Feb. 9, 1953.)

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